

## ABSTRACT

A set of modeling and analysis tools is provided to help companies make informed strategic decisions in complex, rapidly changing market environments. Outcomes of candidate decisions are simulated over time, under different evolutionary scenarios that

5 reflect assumptions about trends in a market and the overall economy, and the likely behavior of individual businesses. Detailed analyses are then generated, both qualitative and quantitative, of the different outcomes, helping users to identify the decision option with the most attractive rewards and tolerable risks. Users may revisit prior decisions, by periodically updating models with current market data and refining behavioral assumptions

10 based on observations. Users can then re-run the simulations and analyses to determine if decisions remain valid and optimal, or whether circumstances have changed sufficiently to warrant modifying initial strategies. Applications include supporting strategic decision-making pertaining to business issues such as B2B channel strategies, mergers & acquisitions, creating (or dropping) products, business units, or production capacity, and to

15 strategic decision making in military, legislative, healthcare, environmental, political, and other non-business domains.